Source: https://www.industrydocuments.ucsf.edu/docs/hhvk0004

Shipments (~~12/00~~, Year End)

- PM-USA 1994 volume above forecast
  - 219.4 billion units
  - Share 44.8%, +2.6 points above 1993
- Industry volume above 1993
  - 489.6
- RJR+

Pricing (w/E 12/24)

- Pack gap
  - $0.5
- ≤99¢ Lucs — (15%) at early 1994 levels

Retail (w/E 12/24)

- PM and Marlboro shares near record levels
  - Flex funds
- Discount category near YTD lows

Mon Tue Wed Thu Fri

9-5 9-6 9-7 9-8 9-9

% vs 1993

funds

2045868414

2045868415